

# 《广告英语的多维度分析》

## 图书基本信息

书名：《广告英语的多维度分析》

13位ISBN编号：9787810789141

10位ISBN编号：7810789147

出版时间：2007-10

出版社：外经贸大学

作者：王慧盛,王静,赵磊,等

页数：264

版权说明：本站所提供下载的PDF图书仅提供预览和简介以及在线试读，请支持正版图书。

更多资源请访问：[www.tushu000.com](http://www.tushu000.com)

# 《广告英语的多维度分析》

## 内容概要

《广告英语的多维度分析》主要内容：广告作为一种特殊的交际形式不仅能对消费者的观念、态度及行为产生一定影响，作为一种文化载体，它还会在某种程度上反映人们社会文化价值观的取向及变化趋势。近年来，越来越多的学者把广告作为语言、文化及社会学领域里的重要研究对象。通过不同的研究视角，本论文集从互文性理论、关联理论、性别研究理论及体裁理论等不同角度对英语广告语言进行了探讨。我们衷心希望在一定程度上丰富英语广告交际方面的研究，并为相关从业者和特殊用途英语教学提供一点参考。

# 《广告英语的多维度分析》

## 书籍目录

导言 A Study of Intertextuality in English Print Advertisements 1. Introduction 1.1 Purpose of the Research 1.2 Data Collection and Research Methodology 2. Literature Review 2.1 Historical Overview of Theories on Intertextuality 2.2 Previous Studies on Intertextuality in Advertising 2.3 Basic Notions of Advertising 2.4 Basic Notions of Intertextuality in Advertisements 3. Case Analysis: Intertextuality in Print Advertisements 3.1 Forms and Functions of Intertextuality in Print Advertisements 3.2 Discussion 4. Conclusion Bibliography

A Study of English Print Advertising Communication from the Perspective of Relevance Theory 1. Introduction 1.1 Purpose of the Research 1.2 Significance of the Research 1.3 Research Methodology and Data Collection 2. Literature Review: Relevance-Theoretical Research in Advertising Communication 2.1 An Overview of Relevance Theory 2.2 Relevance Theory-Based Research in Advertising Communication 3. Ad Headlines as Ostensive Stimuli and Relevance Optimizers 3.1 Basic Notions of Relevance 3.2 Advertisement Headlines as Ostensive Stimuli 3.3 Advertisement Headlines as Relevance Optimizers 4. Advertising Communication and Inferences 4.1 Ostensive-Inferential Communication 4.2 Informative and Communicative Intentions in Advertising 4.3 Overt Advertising Communication 4.4 Covert Advertising Communication 4.5 Inferences in Advertising 5. Conclusion 5.1 Summary 5.2 Limitations and Suggestions Bibliography

Sex Roles in Magazine Advertisements -- A Comparison between Ads for Chinese Domestic Companies and for Sino-US Joint Ventures 1. Introduction 1.1 Subject and Purpose of the Study 1.2 Rationale 2. Theoretical Framework 2.1 Cultural Values and Sex Roles 2.2 Concept of Advertising 2.3 Previous Studies on Sex-Role Portrayal in Advertisements 3. Hypotheses and Methodology 3.1 Hypothesis 3.2 Hypothesis 3.3 Hypothesis 4. Results and Hypothesis Testing 4.1 Hypothesis 1 and 2 4.2 Hypothesis 3 4.3 Hypothesis 4 5. Conclusions 5.1 Discussions 5.2 Implications 5.3 Limitation and Recommendations for Future Study 6. Appendixes Bibliography

A Genre-Based Analysis of English Print Tourism Advertisements 1. Introduction 1.1 The Importance of Tourism Advertisements 1.2 Objectives of the Research 2. Literature Review 2.1 Genre and Genre Analysis 2.2 Appraisal Theory 3. Methodology and Data 3.1 Methodology 3.2 Data Collection 4. Data Analysis and Research Findings 4.1 Situational Analysis of TAs 4.2 Structural Interpretation of English Print TAs 4.3 Appraisal Analysis of English TAs 5. Conclusions and Implications 5.1 Conclusions 5.2 Implications for Writing TAs Bibliography

# 《广告英语的多维度分析》

## 精彩短评

- 1、书有褶皱！！！！其他的一般！！
- 2、多角度诠释广告意蕴，深有启发。
- 3、嗯嗯，有用
- 4、对于即将写论文，确不知道从哪里开始下手写广告英语的本科生很有指导意义！！

# 《广告英语的多维度分析》

## 版权说明

本站所提供下载的PDF图书仅提供预览和简介，请支持正版图书。

更多资源请访问:[www.tushu000.com](http://www.tushu000.com)